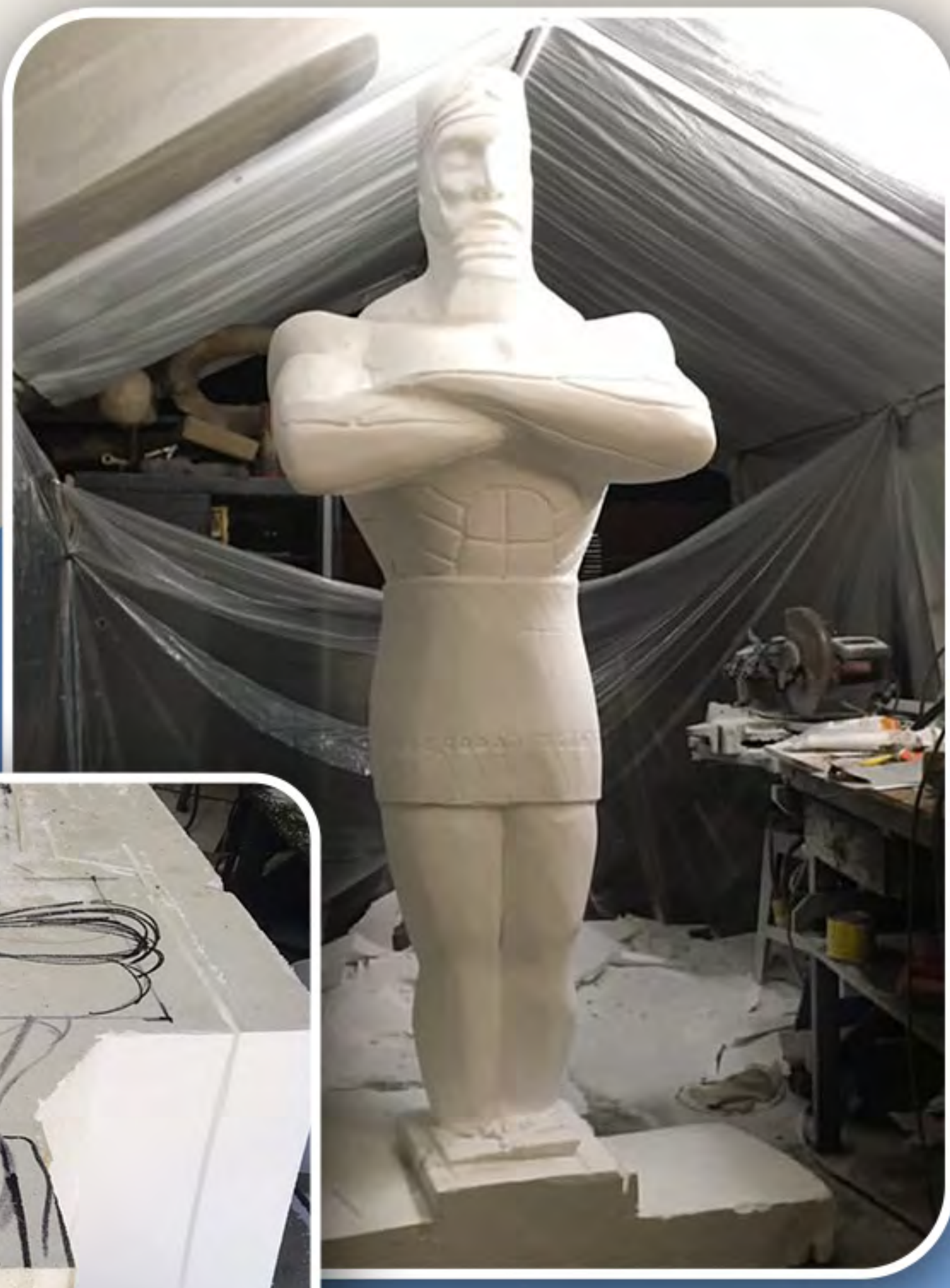


ENVISION

crystal santos
portfolio 2021



TRANSFORM.



Art direction is alive everywhere you look. The process comes down to an idea but can take many different forms. At times it can mean staking out prop houses or finding propmakers who can execute in short timeframes.



Physical assets can be transformed into digital & become physical all over again in a new form. In this case I turned the physical statue into a digital version that was then used across the vinyl and other rollout material. Vinyl Art Direction/Layout & Design: Crystal Santos - Front & Back cover artwork: Donny Phillips



front



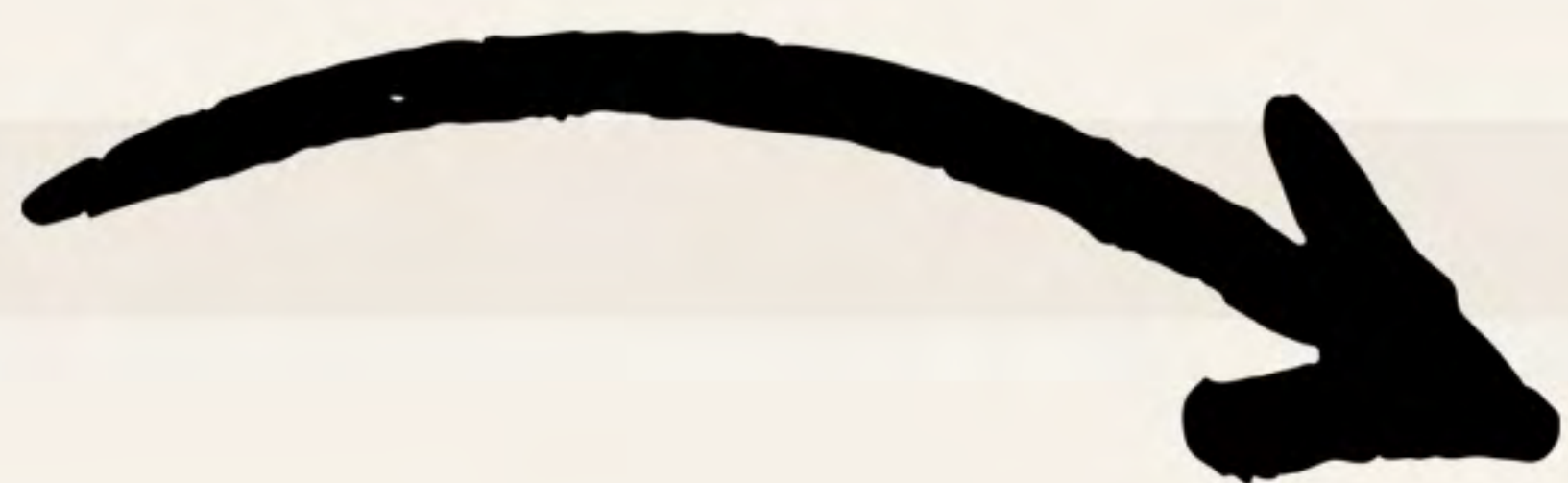
back

album cover

The art direction process can vary by project and with that it can involve many different challenges such as budget and location. This shoot had a budget of 2.5k and we ended up shooting about an hour from DTLA at the prop grounds of LA Circus. Art Direction, Cover Design/Cover retouch: Crystal Santos - Photographer Nick Spanos



process.







cohesion.



Art Direction,
Retouching/
Cover Design:
Crystal Santos
Photographers:
Dennis Leupold
& Exquisite Eye
Styling:
Icon Billingsley

direction.

Chika
Photographer:
Leeor Wild
Styling:
Icon Billingsly

Nessa Barrett
Photographer:
Kenneth Capello

Savanna Christina
Photographer:
Dennis Leupold
Styling:
Icon Billingsly

CJ
Photographer:
Mike Miller
Styling:
Bo Roses

Malia Civetz
Photographer:
Dennis Leupold
Styling:
Dani + Michelle

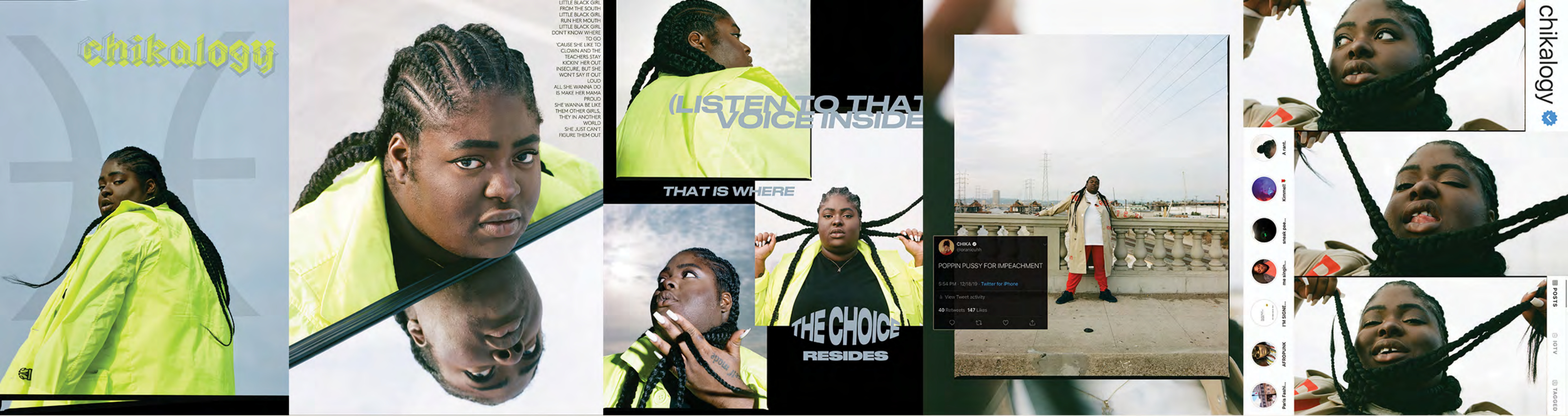
Gallant
Photographer:
Lamont Photo
Styling:
Aaron Tucker

Art Direction for all shoots:
Crystal Santos

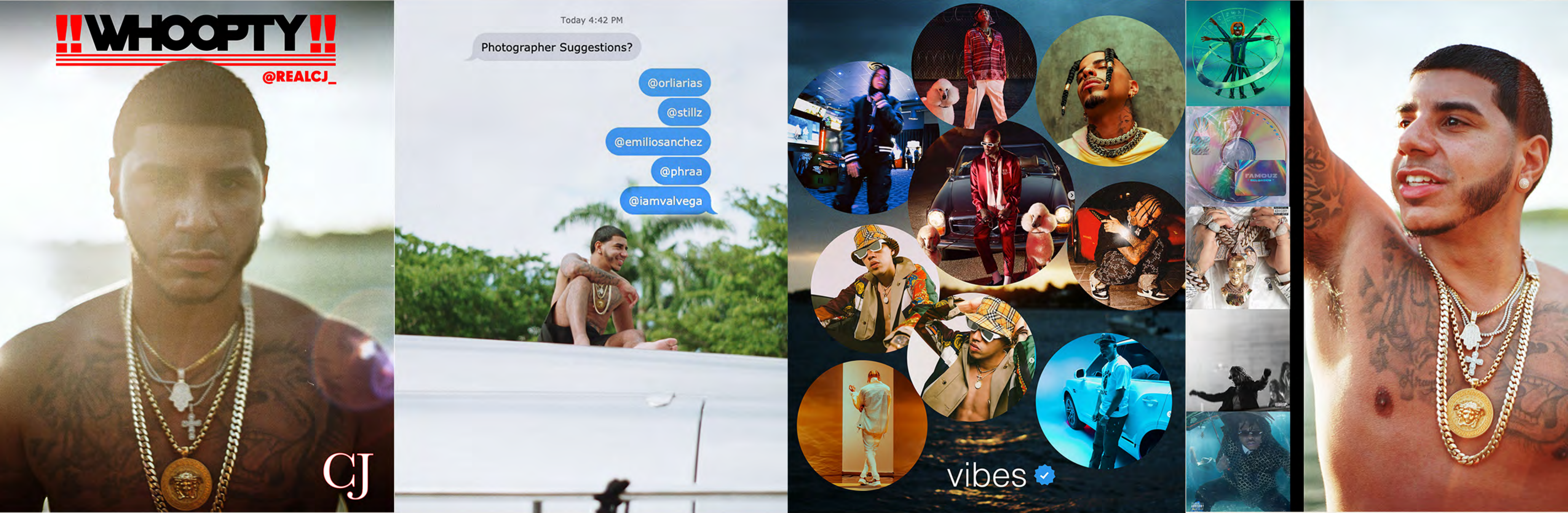


PHOTOSHOOT ART DIRECTION





IIMIAO layout +



IIMIVC layout +



visualize.

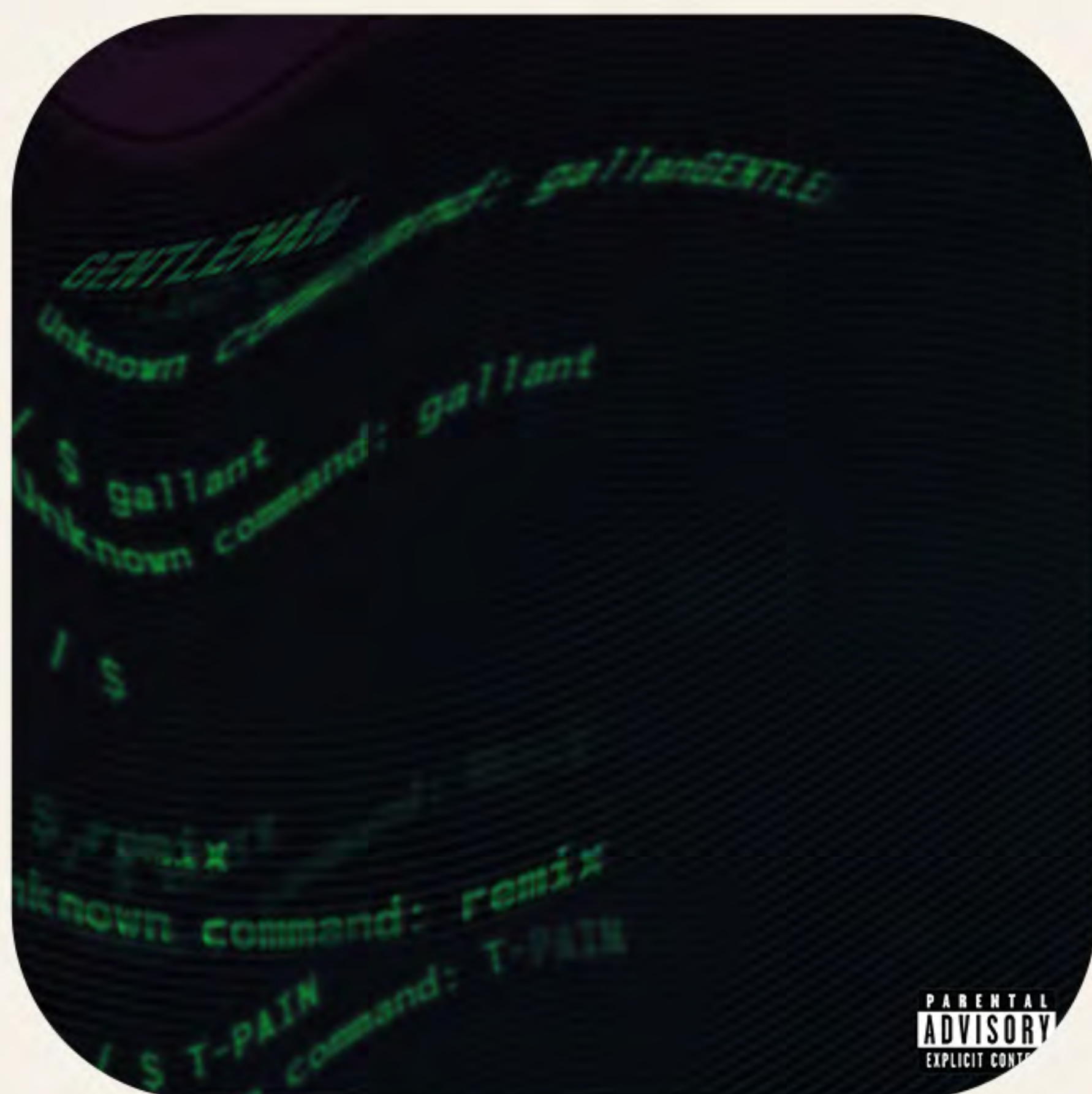


Having a vision is a big part of art direction. There are times when you only have a quick moment to communicate what you need from the right designer to achieve a great final result.

Additional Cover Art Direction



some designs by me





about me:

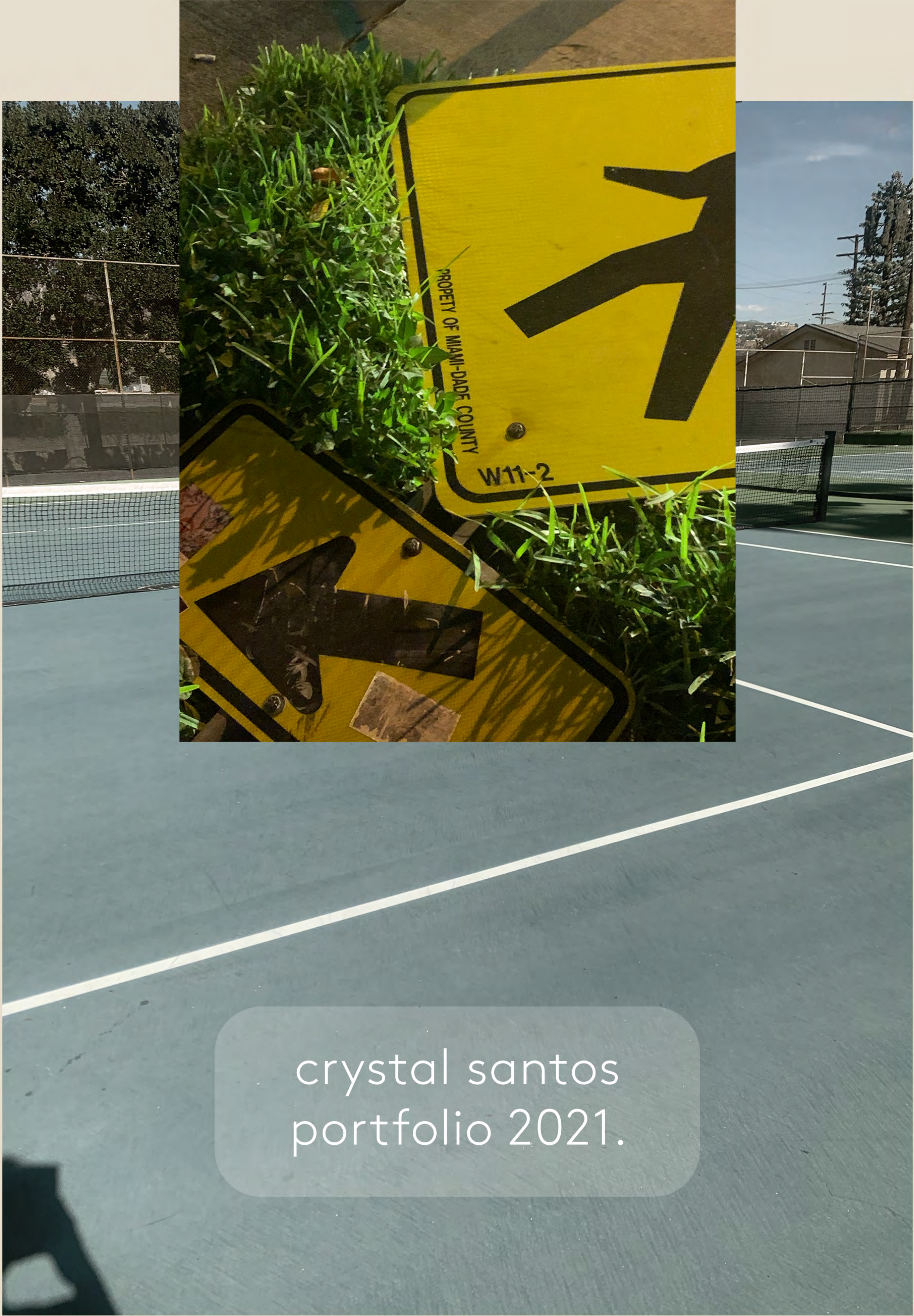
Hey :) I'm Crystal! I'm an Art Director currently working in the music industry. I've art directed & produced numerous photoshoots & cover art designs. I also do graphic design work. I work on a lot of different kinds of projects in various worlds (fashion, music, business etc.)

portfolio notes:

Cover & back cover photos by Crystal Santos.
All art direction by Crystal Santos.
Layouts & designs by Crystal Santos
(unless otherwise credited)
Portfolio Layout & Design by Crystal Santos

design notes:

Color Codes- #f3efe8/#efe9e0
Fonts- Brown/Clarendon/Helvetica Neue



crystal santos
portfolio 2021.

thank you.